

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD
JANUARY 16, 2003**

The following Executive Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Karla Sneegas, MPH, Executive Director
Richard Huber, MD
Richard Feldman, MD
Stephen Jay, MD
Phyllis Lewis, for Suellen Reed, (Ex-Officio)
James Jones
Peggy Voelz
Allan Snell, MD
Robert Keen, MD
Robbie Barkley
Matt Steward for Steve Carter, (Ex-Officio)
Dale Marion for John Hamilton, (Ex-Officio)

The following Advisory Board members were present for all or part of the meeting:

Arden Christen, DDS
Diane Swanson

The following Executive and Advisory Board members were not in attendance:

Dr. Greg Wilson, Vice Chairman (Ex-Officio)
Michael Blood, MD
J. Michael Meyer
Alice Weathers
Steve Simpson, MD
Patricia Hart
Mohammad Torabi, PhD
Diane Clements
Cecilia Williams (Advisory Board)
Olga Villa Parra (Advisory Board)
Kiki Luu (Advisory Board)
Heather McCarthy (Advisory Board)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Kate Taylor (Advisory Board)
Steve Guthrie (Advisory Board)

Agency staff in attendance:

Anita Gaillard, Director of Community Programs
Miranda Spitznagle, Director of Program Evaluation

Celesta Bates, Chief Financial Officer
Kristen Kearns, Administrative Assistant
Becky Haywood, Administrative Assistant
Phil Lehmkuhler, Director of Contract Management, Human Resources, & Legislative Liaison
Lori Peterson, Director of Minority Programs
Dan Morgan, Regional Program Director for Southeastern Indiana
Karen O'Brien, Regional Program Director for Southwestern Indiana
Nikki Haars, Regional Program Director for Central Indiana

Agency Staff not in attendance:

Jack Arnett, Regional Program Director for Northern Indiana

Others in attendance:

Penny Davis, Indiana State Excise
Sandy Cummings, Marion County Health Department
Harry Davis, MZD
Margaret Davidson, MZD
Robin Tew, Office of Governor
Sarah Ray, AIR
Doug Evans, AIR
Darla Shields, MZD
Jill Richardson, MZD
Marina Angelo, MZD
Erin Hart, Golin/Harris
Kelly Alley, Smokefree Indiana
Fred Bingle, Bingle Marketing Group
Grant Monahan, IRC
Susan Sheridan, Martin University

Mr. Farris called for approval of the minutes of the December meeting. Motion to approve the minutes with no corrections was made by Dr. Jay, seconded by Dr. Snell. Motion approved.

December 31, 2002 Financial Report:

Mrs. Bates gave the financial report for the period ending December 31, 2002. Motion to approve the financial report as given was made by Dr. Snell, seconded by Dr. Keen. Motion approved.

Mr. Farris said that at the last meeting, there was concern about the money that had been transferred out of the trust fund. He met with the Budget Agency last Friday, and they agreed to transfer the \$10.6 million back into our trust fund. Mr. Farris credited Mrs. Sneegas, Mr. Lux and Mrs. Bates saying that they were critically important to make this happen. He finished by saying that we would be asking for \$35 million for the 2004 fiscal year, and \$35 million for the 2005 fiscal year

Action Items:

Biennial Budget

Mr. Farris started by saying that he wasn't sure if the Biennial Budget should be considered an Action Item or not. He said that the ITPC needs to ask the Budget Agency for \$35 million; because he feels that we need to request what the CDC says is appropriate. He added that a communication plan is going to be an absolutely critical part of this agenda.

Funding Recommendations:

A report for funding recommendations was given by Mrs. Gaillard. She had three minority-based minority counties recommended for approval with modifications.

Minority-Based Partnership Applications Recommended for Approval with Modifications:

- Monroe County – Community Health Services
- Wayne County – New Life Church of Nazarene
- Marion County – St. Florian Center, Inc.

Mrs. Gaillard said that per recommendation of the Board, ITPC would like to replace the terminated contract with Universal Behavioral Services with St. Florian Center, Inc. They are asking for one year of funding in the amount of \$83,000. Motion to approve the above listed counties with modifications was made by Dr. Keen, seconded by Mrs. Barkley. Motion approved.

Mrs. Gaillard took a moment to thank the Regional Program Directors, saying that we now have contracts with all 92 counties in the State of Indiana. With the Board's action today, they have now approved 31 projects representing 25 of the 29 minority counties. That represents 1,500 or 1,600 partner organizations.

Evaluation Committee Report:

Miranda

Mr. Evans presented the Executive Board with an overview of the final Evaluation Plan, which included handouts and a PowerPoint presentation. He also spoke about the Youth Tobacco Survey and the Adult Tobacco Survey.

Karla

Mr. Bain Farris presented the new communication plan for the next six months. The overall communication message is "ITPC, It saves lives- It saves money"

Staff Report:

Mrs. Sneegas said that the National Black Caucus of State Legislators met here in Indianapolis in December. While they were here, they passed a resolution that supports tobacco use prevention programs. A summary of the resolution was provided for the Board in their packets. Mrs. Sneegas thanked the Indiana Black Legislative Caucus for playing a key role in passing this resolution.

Mrs. Sneegas noted that ITPC has had the opportunity to be a part of a Disparity and Diversities work group that was convened by Smoke-Free Indiana, funded through a CDC grant. A report on the work that the group has compiled was included in the Board packets as well.

Mrs. Sneegas went on to say that the most major event since the last Executive Board meeting was our December Information X-Change. She said that it was a very informative and inspirational gathering. Nearly 300 people from all over the state came together over the two days to exchange ideas and learn new skills. The most exciting result of the two-day conference was the launch of the new media campaign. In addition to launching the ads, Lorene Sandifur (who stars in the new media commercials) came to the meeting and also shared her story publicly with all the individuals that were there. A memorial wall dedicated to Hoosiers, who have lost their lives to tobacco, was also unveiled at the Partner X-Change. This wall is available to all the regions of the state.

This meeting also provided a link between our Statewide and Regional partners. This was the first meeting where both partners were there.

Julia Searle, the fall intern, put together a School Tobacco Resource Guide that was given to all our partners. We will be sending out our training schedule for the year.

Coming Up:

ITPC is providing sponsorship to the Indiana Middle Level Education Association, where we will have a display, giving ITPC the opportunity to talk with many middle school teachers across the state.

Mrs. Sneegas went on to say that ITPC would also be partnering with DECA, (Distributive Education Club of America) a vocational organization. This partnership came about because one of their state officers is also a member of our Youth Advisory Board. She was willing to take the tobacco control movement to her organization. This will be happening in the spring.

Dr. Snell, Mrs. Sneegas and Kim Barker with Golin Harris had a nice time this past fall working together with Channel 22 (out of South Bend), and Healthy Communities. Dr. Snell said that the program (titled "22 Reasons to Quit Smoking") was produced on a "shoestring" budget in the basement of the station. He went on to say that we had an overwhelming response. There were 7 airings and of those 7, there were only 3 airings during prime time. Overall, he said that they received about 265-270 calls during all hours of the night. They are now receiving secondary calls from people who may not have seen the program, but have heard about it through others. We now have Smoking Cessation experts fielding the calls. This has been very successful.

Also this past fall, ITPC partnered with WB4TV. The Voice youth did a 30-minute program that aired during the fall. Now a portion of this program has been condensed into a 3-minute advertisement message that is being delivered now at the IMAX Theater.

Now, when students go on field trips to the IMAX, they will see the advertisement, which is all about VOICE and how to get involved.

Rick Stoddard is still in town and is visiting many counties throughout the State of Indiana.

Lastly, Mrs. Sneegas added that our White lies website has received over one million hits in the last ten months.

Legislative Update:

Mr. Lehmkuhler gave the legislative update. The session has just begun, so it is too early to go into a whole lot of detail, everything is very fluid. The deadline to introduce bills has passed, so The House members have introduced the bills that they wanted to. Senators however, can still introduce bills next week, so the process will go a little further.

What ITPC is planning to do is to put together a spreadsheet that would list all the bills that deal with tobacco, the settlement, our agency, excise taxes and so on. The list will include the bill #, the author, and a brief description. Once this list is compiled it will be emailed out to all of the board members.

Staff Updates:

Mr. Farris said that ITPC would be presenting to the Ways and Means Committee on February 13, 2003

Dr. Feldman is to distribute a letter he wrote to the Public Health Committee.

Meeting adjourned at 3:00pm.